

MOVE 2017

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Wednesday November 22nd 2017

08:30 - 09:00	CONFERENCE REGISTRATION
09:00 - 09:45	WELCOME AND CONFERENCE OPENING
	OFFICIAL WELCOME
	Nagore Espinosa, CEO of in2destination
	Antonio Massieu, Chair of INRouTe
	Márcio Favilla, Executive Director for Operational Programmes and Institutional Relations at the World Tourism Organization (UNWTO)
	Maitena Ezkutari, Tourism Director, Government of Navarre
09:45 - 10:30	INRouTe Keynote Session: Tourism, Territory and Sustainability at Subnational levels: fostering credibility for its measurement and supporting key stakeholders
	Antonio Massieu, Chair of INRouTe
10:30 - 11:00	COFFEE BREAK
11:00 - 13:00	Session 1 Advancing on Subnational Measurement of Tourism from Official Statistics
	Tad Hara, Univeristy of Central Florida, USA - Japan as a case study
	Mara Manente, Ciset, Italy - Italian initiatives underway
	Claudia Nobis, NIT, Germany - Germany regional experience in a federal state
	Edison Restrepo, Ministry of Tourism, Colombia - SITUR case study
	Alfredo García, Instituto Movatur, Spain - Strategies to obtain useful information for the subnational level from tourism statistical operations designed under a national approach
	Fernando Cortina, Spanish National Statistics Institute, Spain - Proposal for harmonizing seasonality measurement
	Discussion
	Moderator: Antonio Massieu, Chair of INRouTe
13:00 - 14:00	LUNCH
14:00 - 15:45	Session 2 Remarkable Subnational Case Studies advancing on subnational tourism measurement beyond Official Statistics
	Jean Luc Boulin, Nouvelle-Aquitaine Tourism Office Mission, France - Measuring from Visitor Information Centers
	Terry Stevens, Stevens & Associates, Wales - Innovation and Creativity: The essential ingredients for competitive advantage in successful destinations
	Amaia García, Gernika-Lumo Tourism Office, Spain - Relevant data obtained at Visitor Information Centers
	Nagore Espinosa, in2destination, Spain - Measuring & Sharing: the full circle - Natural Language Processing
	Humberto Bustince, Navarra University, Spain - Artificial Intelligence applied to identifying new visitors and how to try to make them come back
	Discussion
	Moderator: (tbc)

15:45 - 16:45	Continued Session 2 Remarkable Subnational Case Studies advancing on subnational tourism measurement beyond Official Statistics
	Yurena Rodríguez Rodríguez, La Laguna University, Spain - The importance of delimiting local tourism destinations
	Asunción Fernández Villarán Ara, Deusto University, Spain - Local Tourism Destination Carrying Capacity Measurement Challenges
	Dilip Kumar Bhadra, Bangladesh - Analysis on the Recent Terrorist Attacks in Bangladesh, Foreigners' Perceptions, Attitudes & Behaviour and Local Residents' Attitudes & Involvement in Tourism Development and Its Sustainability
	Discussion
	Moderator: (tbc)
16:45 - 18:30	INRouTe network private meeting by invitation only

Thursday November 23rd 2017

09:00 - 11:30	Session 3 How to contribute to achieving the 2030 SDGs from a subnational perspective?
	Ana Moniche, NECSTOUR, Belgium - The importance of allocating resources towards sustainable tourism development at the regional level
	Christoph Schröder, Universidad de Málaga, Spain and Francesc Romagosa, Universidad Autónoma de Barcelona, Spain - European Topic Center Urban Land and Soil Systems (ETC - ULS) - The EEA's Tourism and Environment Reporting Mechanism Initiative
	Inma Gallego, SAETA Andalusia Government, Spain - MITOMED+ Sustainable Tourism Indicators experience
	Calvin Jones, Cardiff Business School, Wales - Tourism and Regional Development: Revealing the Relationship
	Tourism Department Government of Navarra Representative
	Raul Hernández, University La Laguna, Spain - Measuring Tourism Sustainability within Islands context
	Alvaro Carrillo de Albornoz, Hotel Technological Institute - ITH, Spain - ITH metrics for Hotel environmental sustainability
	Ulf Sonntag, Institute of Tourism Research in Northern Europe, Germany - Sustainability as a success factor in tourism development: The case of Schleswig-Holstein, Germany
	Discussion
	Moderator: tbc
11:30 - 12:00	COFFEE BREAK
12:00 - 13:30	Session 4 From Tourism-phobia to a Proper Understanding of Tourism Impacts
	Oscar Perelli, EXCELTUR, Spain - Economic Impact and Social Cohesion
	Juan Requejo, Asistencias Clave, Spain - Tourism and Territory: Preserving Territorial Cohesion
	Salvador Antón, Rovira i Virgili University, Spain
	Discussion
	Moderator: Antonio Massieu Chair of INRouTe
13:30 - 14:30	LUNCH
14:30 - 16:00	Session 5 Front-runners of a challenging sustainable tourism management
	Venice experience
	Damia Serrano, Barcelona Tourism Observatory, Spain
	Áshildur Bragadóttir, Visit Reykjavik, Iceland
	Tad Hara, University of Central Florida, USA - Visit Orlando experience towards sustainable tourism management

	Discussion
	Moderator: Nagore Espinosa, CEO of IN2DESTINATION
16:00 - 17:30	MOVE2017 Speakers & Navarra Government Team Think Tank

Friday November 24th 2017

09:00 - 10:30	<p>Session 6 Environmental Perspective: Measuring Sustainability in Tourism at</p> <p>Alessandro Galli, Foot Print Network, Italy - Monitoring Eco-Tourism in</p> <p>Ainhoa Serna, Mondragon University, Spain - A method to assess</p> <p>Naomi Álvarez Walo, La Laguna University, Spain - Tourism impacts on the</p> <p>Javier Mendoza Jiménez, La Laguna University, Spain - Measuring</p> <p>Discussion</p> <p>Moderator: (tbc)</p>
10:30 - 11:00	COFFEE BREAK
11:00 - 12:30	<p>Session 7 Sustainable, Inclusive, Innovative Entrepreneurship in Tourism</p> <p>Paco Irizar, Rural Suite, Spain</p> <p>Granja Escuela Ultzama, Spain</p> <p>Carlos Piñeyroa, Iniland La Ronda, Zaragoza, Spain</p> <p>France experience (tbc)</p> <p>Discussion</p> <p>Moderator: Carlota Cazalla, researcher at IN2DESTINATION</p>
12:30 - 13:00	<p>CONFERENCE CLOSING</p> <p>Maitena Ezkutari, Tourism Director, Government of Navarre</p> <p>Isabel Garaña, Regional Director for Europe of United Nations World</p>

Simultaneous Translation English - Spanish (both ways) will be provided
 tbc to be confirmed

